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[BOOK] Principles of marketing

P Kotler, G Armstrong, MH Cunningham, R Warren - 1991 - sc.edu

 ... Demand Chapter 8 Market **Segmentation**, Targeting, and ... Part IV: Developing The Marketing Mix Chapter 9 ... and Wholesaling Chapter 15 **Promotion** Products: **Marketing** ...

 Cited by 382 - [View as HTML](#) - [Web Search](#) - [Library Search](#)
[BOOK] Marketing for hospitality and tourism

P Kotler, J Bowen, JC Makens - 2003 - Upper Saddle River, NJ: Prentice Hall

 Cited by 87 - [Web Search](#) - [Library Search](#)
[BOOK] Marketing: creating value for customers

GA Churchill, JP Peter - 1995 - Burr Ridge, Ill.: Irwin

 Cited by 18 - [Web Search](#) - [Library Search](#)
A discrete/continuous model of fruit promotion, advertising, and response segmentation

TJ Richards - Agribusiness, 2000 - doi.wiley.com

 ... Although such response **segmentation** has become popular in the consumer branded products **marketing** literature (Dillon ... the effect of price-**promotion** and media ...

 Cited by 7 - [Web Search](#) - [doi.wiley.com](#)
[CITATION] Audience segmentation in worksite health promotion: A procedure using social marketing concepts

MK Cirksema, JA Flora - Health Education Research, 1995

 Cited by 3 - [Web Search](#)
[BOOK] Le marketing des arts et de la culture

F Colbert, S Bilodeau, J Nantel - 1993 - gmorin.qc.ca

 ... des segments • Le positionnement **marketing** 6 La ... Le prix et la **segmentation** des marchés ... localisation commerciale 8 La variable **promotion** Définition • Les ...

 Cited by 11 - [Web Search](#) - [Library Search](#)
The use of need-based segmentation for developing segment-specific direct marketing strategies

 JW Peltier, JA Schibrowsky - Journal of Direct **Marketing**, 1997 - doi.wiley.com

 ... advertising message, and one **promotion** to appeal ... this myopic approach to developing **marketing** programs can ... More precisely, **segmentation** approaches within the di ...

 Cited by 6 - [Web Search](#) - [doi.wiley.com](#)
The Anatomy of Marketing Positioning Strategy

 R Brooksbank - **Marketing** Intelligence & Planning, 1994 - wedid.com

 ... of the **marketing** mix is: Product, Price, **Promotion** and Place ... of market **segmentation** in the **marketing** process ... **Segmentation** involves the sub-division of a larger ...

 Cited by 9 - [View as HTML](#) - [Web Search](#) - [wedid.com](#) - [ingentaconnect.com](#) - [ingentaconnect.com](#)
[CITATION] ... for the identification of the constituents of a destination's tourist image A promotion segmentation ...

 ZU Ahmed - Journal of Professional Services **Marketing**, 1996

 Cited by 5 - [Web Search](#)
Advances in Segmentation Modeling for Health Communication and Social Marketing Campaigns

TL ALBRECHT, C Bryant - Journal of Health Communication, 1996 - dx.doi.org

 ... groups for various health **promotion** and disease ... The contributions of **segmentation** modeling include ... practical, cost-effective **marketing** strategies (Brown & ...



"two-stage segmentation"

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Two-stage segmentation of unconstrained handwritten Chinese characters

S Zhao, Z Chi, P Shi, H Yan - Pattern Recognition, 2003 - ingentaconnect.com

... **Two-stage segmentation** of unconstrained handwritten Chinese characters.

Authors: Zhao S.; Chi Z. 1; Shi P.; Yan H. Source: Pattern ...

Cited by 3 - [Web Search](#) - [csa.com](#)

Two-stage scene segmentation scheme for the automatic collection of cervical cell images

P Bamford, B Lovell - The 1997 IEEE TENCON Conference. Part 2(of 2), 1997 - [ieeexplore.ieee.org](#)

... 684 L- - Using Water Immersion Re-estimation Search Based Dual Active Contour Water

Immersion Figure 1: Block diagram of the **two stage segmentation** process. ...

Cited by 4 - [Web Search](#) - [ieeexplore.ieee.org](#) - [csa.com](#)

A segmentation approach to classification of remote sensing imagery

B Kartikeyan, A Sarkar, KL Majumder - International Journal of Remote Sensing, 1998 - [dx.doi.org](#)

Page 1. int. j. remote sensing, 1998, vol. 19, no. 9, 1695± 1709 A segmentation

approach to classification of remote sensing imagery ...

Cited by 8 - [Web Search](#) - [taylorandfrancis.metapress.com](#)

Single linkage region growing algorithms based on the vector degree of match

A Baraldi, F Parmiggiani - IEEE Transactions on Geoscience and Remote Sensing, 1996 - [ieeexplore.ieee.org](#)

... A remote-sensing application which properly employs the SLRG strategy can be a

two-stage segmentation procedure where: i) the first stage is an SLRG module to ...

Cited by 8 - [Web Search](#) - [ieeexplore.ieee.org](#) - [csa.com](#)

Automatic unsupervised texture segmentation using Hidden Markov Model

JL Chen, A KUNDU - Proc. Int. Conf. Acoust., Speech, Signal Processing - [ieeexplore.ieee.org](#)

... direction. Then, a **two stage segmentation** procedure (coarse and fine

segmentations) based on the split-and-merge paradigm is used. ...

Cited by 3 - [Web Search](#) - [ieeexplore.ieee.org](#)

On the Performance Characterisation of Image Segmentation Algorithms: A Case Study

B Southall, BF Buxton, JA Marchant, T Hague - ECCV (2), 2000 - [springerlink.com](#)

... The **two stage segmentation** algorithm is sketched in the following sections; for

the sake of brevity, details of the algorithms are not given (these may be ...

Cited by 3 - [Web Search](#) - [cis.upenn.edu](#) - [portal.acm.org](#)

Identification of clear felled areas using SPOT P and Almaz-1 SAR data

JES Fransson, F Walter, H Olsson - International Journal of Remote Sensing, 1999 - [dx.doi.org](#)

... to the available digital forest map. The segments were computed by a **two**

stage segmentation method. The first step is a directed ...

Cited by 4 - [Web Search](#) - [taylorandfrancis.metapress.com](#)

A Complete OCR for Printed Hindi Text in Devanagari Script

V Bansal, RMK Sinha - ICDAR, 2001 - [ieeexplore.ieee.org](#)

... In the next section, we describe Devanagari script from OCR viewpoint.

Section 3 describes **two stage segmentation** process. Section ...

Cited by 1 - [Web Search](#) - [iitk.ac.in](#) - [ieeexplore.ieee.org](#)

[PS] A Devanagari OCR and A Brief Overview of OCR Research for Indian Scripts

V Bansal, RMK Sinha - Proceedings of STRANS01, IIT Kanpur, 2001 - [cse.iitk.ac.in](#)

... Rest of the paper is organized as follows. Section 2 describes **two stage segmentation**

process. Section 3 describes 2 Page 3. the recognition process. ...



meta-segment customer

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